

Abstract

The Bachelor's thesis 'Business plan of a beauty studio with the focus on marketing communication' aims to create a realistic business plan of a beauty studio which is entering the market. The thesis is divided into two parts. In the theoretical part of the thesis, the basic business-oriented concepts are explained including the basics of how to draw up a business plan. The practical part contains description of products and services, definition of target group, two strategic analyses – SWOT analysis and Porter's analysis of five forces. The SWOT analysis examines and determines the current situation of the business, whereas Porter's analysis of five forces examines the market competitors of the business entering the market.

Marketing plan contains online tactics to increase brand awareness. These tactics will be implemented on social media platforms, such as Instagram, YouTube, Facebook or Tik Tok. The business plan also contains a financial plan which evaluates its initial capital and financial stability.